Restructure the menu to include more useful links, remove "home" from the links, and adjust logo spacing.

Suggested menu items:
- Media Types - Our Process - Contact
- Get Started
- Cart

Align logo a little better, enlarge slightly to reduce whitespace in header.

Update menu items.

We highly recommend adding a descriptive welcome section above the online quote/checkout tool, just to give users a clear idea of what services you offer. Without this, many users may be confused as to what the tool is prompting them to do etc. Here's a competitor for reference: https://www.forever.com/

Cut down on the number of sections on the home page - currently it is a very long page with a lot of redundant copy. Remove or combine unnecessary sections to simplify this page and help the user navigate the site. Remove much of the text at the bottom of the home page, or else move to other pages.

Even out all spacing between sections and buttons - right now the spacing is all over the place. Having it be neat and uniform will help users find and read content easier, as well as make the site feel much more cohesive.

Vary the call to actions across the page - right now the only button on the page is "get started" which appears 5-8 times per page currently. These buttons should also be linking to the newly built tool.

Additionally, some of these CTAs can be varied, as it is currently very repetitive. For example, maybe a "why us?" or "learn about our process" or "how it works" etc.

Create an actual "services" landing page - this can give you more space to really describe what you do in detail, and explain the process etc. Right now that is sprinkled in on the home page, but it is not very cohesive or clear. The current "media types" page is almost a services page of sorts, so perhaps that page could be tweaked/modified to have a little more information specifically explaining the process etc. and rename it "services". Otherwise, a new page could be created.

Create an actual "our process" or "how it works" page. Much of the content currently living on other pages could be moved here and organized to better explain to the user how your company works and what they'll be mailing and receiving.
Example UX Design Audit

Internal Pages

1. Clean up spacing between sections and buttons etc.

2. Add more verbiage at the top of the page to explain these different services - maybe even consider renaming the page “services”?

3. Vary the CTA’s on this page as well - lots of redundancy currently. Also, make sure the “get started” buttons take the user to the new tool.

4. Include a section/link to “our process/how it works”

Individual media types

1. Clean up spacing between sections and buttons etc.

2. Create a uniform section order and layout for all of these media types that more clearly explains the product/service involved. Combine and remove redundant copy/sections.

Collections/all Page

1. This page needs some major spacing cleanup and re-formatting - it isn’t directly linked in the menu, but it is accessible when you click on the Cart > Continue Shopping. This page should look decent.

https://examplesite.com/collections/all